

1937 Burpee Seeds Grow... and SELL!

Profit More with **BURPEE SEEDS**

Burpee Hybrid CUCUMBER

35¢

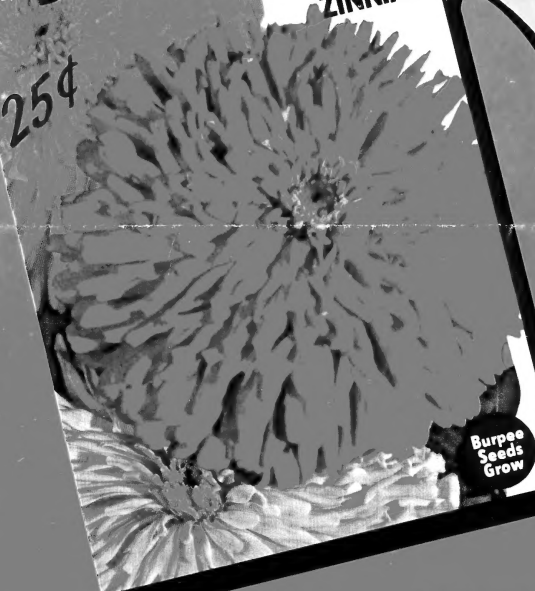


Burpee Seeds Grow

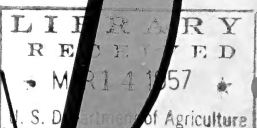
BURPEE HYBRIDS

NEW GIANT ZINNIAS

25¢



Burpee Seeds Grow

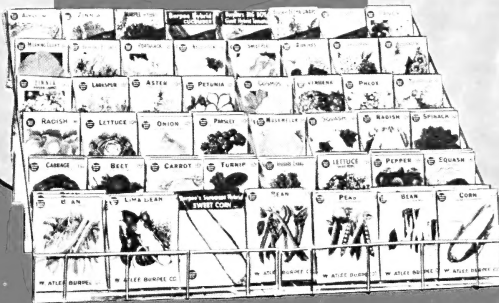


You sell more!—Burpee, the best known name, outsells lesser-known brands. Unit sales are larger—more packets over 15¢ of fast-selling Burpee specialties. You get a bigger discount on Burpee Seeds.

- **50% DISCOUNT**—You make 50¢ profit on every dollar's worth of Burpee color packets sold. Regardless of total volume of sales or type of seed, your discount is 50% on every packet.
- **NO INVESTMENT**—Shipped prepaid. You pay nothing for Burpee color packets until the season is over. On or before August 1st you return unsold packets and are billed only for those not returned.
- **MOST ADVERTISED SEEDS**—Hundreds of thousands of advertising dollars keep Burpee the top name in seeds. Gardeners in your community insist on Burpee Seeds for gardening success.
- **FREE DISPLAY RACKS**—You get free, attractive metal display racks. Your choice of counter or floor models of these beautiful displays that bring a colorful touch of spring to your store.
- **FREE SALES HELPS**—Everything to identify you as a Burpee Seed Dealer and to sell for you. Window streamers, posters, decals, ad mats, give-aways, etc. They'll sell Burpee Seeds for you and help sell all other garden supplies.
- **CHOICE OF ASSORTMENTS**—You may choose standard assortments of flowers, vegetables, or both, based on Burpee's years of experience, or you may make your own selection of packets.
- **FAST SERVICE BY MAIL**—Service as fast as your postman. Convenient reorder forms are packed with each shipment to help us serve you.

Counter Model Display Rack.

BURPEE SEEDS



ORDER NOW (No Investment)

See inside pages

W. ATLEE BURPEE CO. Seed Growers

PHILADELPHIA 32, PA. • CLINTON, IOWA • RIVERSIDE, CALIF. • SANFORD, FLA.

COLOR PACKET ORDER

809787

We recommend you order standard assortments or let us prepare your order based on your last year's sales. Standard assortments are balanced to provide the proportionate number of best-selling varieties in your area, based on Burpee's years of experience.

Indicate the number of assortments, display racks and sales aids you need in the boxes provided. Please print your name and address and desired shipping date under "Shipping Instructions." Then sign in the space for your signature.

☐ SHIPMENT BASED ON LAST YEAR'S SALES

☐ ASSORTMENT A — 500 Flower packets. Retail at \$99.00.
Your cost, \$49.50.

☐ ASSORTMENT C — 500 Vegetable packets. Retail at \$93.00.
Your cost, \$46.50.

☐ ASSORTMENT B — 300 Flower packets and 200 Vegetable packets.
Retail at \$95.50. Your cost, \$47.75.

☐ OWN SELECTION—500 or more packets indicated below. These must be ordered in multiples of five. Reorders may be ordered in any quantity over 50 in multiples of five.

SHIPPING INSTRUCTIONS

Ship On (Date)

1957

Do Not Write In This Space

Name (Please Print)

Street or RD

Post Office

Zone (If Any)

State

Ship Via

Ship prepaid the assortments indicated, on a Sale & Return basis at 50% discount from suggested retail prices. Please include free advertising aids and display racks checked. I understand I invest nothing now, and I will send unsold packets to you by August 1st when I will be billed only for packets sold

Signature

FREE DISPLAY RACK ORDER

As a new Burpee Seed dealer you are entitled to one display rack for each 500 packets ordered. If you sold Burpee Seeds last year you are entitled to one display rack for each 500 packets ordered in excess of your last year's order. Indicate number of display racks to which you are entitled, by type desired, in boxes below. Burpee's beautiful metal display racks are expensive and are furnished free with the expectation of several year's use. Your cooperation is urged.

☐ COUNTER MODEL DISPLAY RACK

☐ FLOOR MODEL DISPLAY RACK

FREE SALES AIDS ORDER

Check items you agree to use. We will send them with your order.

☐ FULL-COLOR STREAMER (S)

☐ \$10,000 OFFER STREAMER (O)

☐ DUMMY PACKETS (P)

☐ FULL-COLOR HANGER POSTER (H)

☐ ILLUSTRATED SHEET OF FREE NEWSPAPER AD MATS (M)

☐ DECALCOMANIA (D)

☐ FOLDERS, "Planning Your Flower Garden." 50 free on request. Additional copies, 100 for \$1.00. Send _____ (F)

THANK YOU FOR YOUR COOPERATION

Everything possible has been done to give you a highly profitable arrangement without possibility of loss. Frankly, unless you sell more than half the total ordered the transaction results in a loss to us. We state now, in fairness to you, we can continue shipping you color packets from year to year only if you sold more than half the seed purchased the previous year. So both of us may profit most, we request you display in a good location, early in the season.

TERMS AND CONDITIONS OF SALE

The sale of Burpee Seeds in packets on a Sale & Return basis is limited to continental United States and is subject to the following provisions: Purchaser agrees to purchase this and all subsequent orders for Burpee Seeds in packets at a discount of 50% from the suggested retail prices. Title to packets shipped to pass to purchaser upon delivery to common carrier by Burpee. Purchaser agrees to sell to Burpee and Burpee agrees to repurchase all unsold packets at a discount of 50% from the suggested retail prices if returned by August 1st next. Title to packets to be repurchased to pass to Burpee upon receipt from common carrier. Repurchase to be credited against amount due from Purchaser after Burpee's audit and acceptance and remaining amount to be paid promptly by Purchaser. W. Atlee Burpee Co. shall not be liable for loss due to strikes, fires, delays of carriers, acts of God, or any other causes beyond our control. W. Atlee Burpee Co. warrants to the extent of the purchase price that seeds sold are as described on the container, within recognized tolerances. Seller gives no other or further warranty, express or implied.

FLOWER SEEDS IN COLOR PACKETS

Variety No.	Quantity Wanted	Retail Price	Variety Name	Variety No.	Quantity Wanted	Retail Price	Variety Name
4008	.15		Ageratum, Blue Perfection	4153	.25		Marigold, Glitters
4016	.15		Alyssum, Little Gem	4243	.25		Goldilocks
4044	.25		Royal Carpet	4143	.25		Mammoth Mum
4004	.15		Sweet	4151	.25		Man-In-The-Moon
4023	.25		Aster, Burpeeana Ex. Early Mxd.	4141	.15		Naughty Marietta
4043	.20		Crego Giant Mxd. Wilt Resistant	4364	.25		Nearest-to-White, Mxd.
4063	.15		Giant Branching Mxd. Wilt Resist	4154	.50		B's, Red & Gold Hybrids
4111	.15		Baby's Breath, King of the Market	4164	.35		Rusty Red
4074	.15		Bachelor's Button, Blue Boy	4174	.15		Spry
4046	.15		Balsam, Double Mixed	4163	.25		Sun Giants
4055	.25		Calendula, Pacific Beauty Mixed	4169	.15		Tall African Double Mixed
4239	.15		California Poppies, Monarch Mixed	4165	.35		Tangerine
4058	.15		Calliopsis, Tall Mixed	4123	.15		Morning Glory, Heavenly Blue (Early)
4052	.15		Candytuft, Umbellata Mixed	4129	.20		Scarlet O'Hara
4609	.25		Canterbury Bells, Single Mixed	4172	.15		Nasturtium, Giant Double Mixed
4062	.25		Carnation, Marguerite Mixed	4161	.15		Dwarf Single Mixed
4061	.15		Celosia (Cockscomb), Gt. Plumed Mxd.	3241	.15		Golden Glean
4125	.25		" (Cockscomb), Toreador	4204	.35		Pansy, Burpee Giant Fancy Blend
3091	.15		Chrysanthemum (Annual), Dble. Mxd.	4223	.15		Trimardeau, Mixed
4349	.15		" " Sgle. Mxd.	4224	1.00		Petunia, Colossal Shades of Rose
4604	.50		Columbine, McKana Gt. Mxd.	4228	.75		America Alldouble
4073	.15		Cornflower, Double Mixed	4196	.15		Balcony Mixed
3111	.25		Cosmos, Orange Flare	4353	1.00		Burpee's Alldouble White
4083	.20		" Sensation, Mixed	4183	.25		Crown Jewels Mixed
4399	.50		Dahlia, Sunburst	4243	.25		Fire Chief
4397	.25		Daisy, Gloriosa	4398	.50		Glitters
4628	.35		Delphinium, Choice Mixed	4202	.15		Hybrida Mixed
4119	.15		Dianthus (Annual), Single & Dble. Mxd.	4354	.50		Pale Face (F ₁ Hybrid)
4106	.25		Forget-Me-Not, Blanche Burpee (Tall)	4399	.50		Red Satin (F ₁ Hybrid)
4149	.15		Four O'Clock, Tall Mixed	4213	.50		Silver Medal (F ₁ Hybrid)
4625	.50		Foxglove, Excelsior, Mixed	4193	.15		Phlox, Fordhook Finest Mixed
4101	.15		Gaillardia (Annual), Double Mixed	4185	.35		Tetra Red
4104	.15		Gourds, Mixed Varieties	3922	.25		Poppies, Iceland Mixed
3185	.15		Hollyhock (Annual), Mixed	4189	.15		Shirley Single Mixed
4626	.15		" (Perennial), Double Mixed	4184	.20		Portulaca, Double Mixed
4105	.15		Kochia, Giant Christmas	2660	.25		Magic Carpet (Dble. Mixed)
4124	.25		Larkspur, Steeplechase Mixed, H.R.	4194	.15		Single Mixed
4156	.15		" Tall, Double Mixed	4242	.15		Salpiglossis, Large Flowered Mixed
3854	.20		Lupine (Perennial), Mixed	4245	.15		Scabiosa, Blue, White and Pink Shades
3221	.15		Marigold, Burpee Gold	4252	.15		Tall Double Mixed
4182	.25		" Carnation Flowered Mixed	4251	.20		Scarlet Sage (or Salvia), Splendens
4145	.15		" Dwarf French Double Mixed	4254	.25		Snadragon, Burpee Extra Early Mxd.
4159	.25		" Giant Perfecto Mixed	4273	.15		Gt., Rust Resistant, Mxd.

Individual varieties must be ordered in multiples of 5 packets. Minimum reorder is 50 packets. Packets not listed below are not supplied in color.

Variety No.	Quantity Wanted	Retail Price	Variety Name	Variety No.	Quantity Wanted	Retail Price	Variety Name
4283	.25		Snadragon, Giant Skyscraper	6161	.15		Beans, Bush, Bountiful Green Pod
4253	.25		" Tetra Mixed	6171	.20		" Burpee's Brittle Wax
4396	.25		" Tip Top, Mixed	6163	.15		" B's Stringless Green Pod
3424	.20		Stocks, Dwarf Ten Weeks Mixed	6183	.20		" Lima, Burpee's Fordhook
4103	.15		Strawflowers, Mixed Colors	6805	.15		" " Jackson Wonder
4265	.25		Sweet Peas, Burpee's Giant (H.R.) Mxd.	6176	.15		" Pencil Pod Wax
4275	.25		" Cuthbertson H.R. Mixed	6172	.15		" Surecrop Stringless Wax
4276	.20		" Spencer, Burpee Blend	6182	.20		" Pole, Kentucky Wonder
4072	.15		Sweet Sultan, Mixed	5115	.20		" Lima, King of the Garden
3913	.15		Sweet William, Single Mixed	6193	.25		Beet, Burpee's Red Ball
4345	.25		Verbena, Giant Mixed	6191	.15		" Crosby's Egyptian
4334	.25		Zinnia, Blaze	6192	.15		" Detroit Dark Red
4323	.25		" Burpee Hybrids	6085	.20		Broccoli, DeCicco
4314	.25		" Burpee's Super Giants Mixed	6006	.20		Brussels Sprouts, Long Island Impr.
4298	.15		" Cut and Come Again, Mixed	6012	.20		Cabbage, Burpee's Surehead
4324	.15		" Dahlia Flowered Mixed	6002	.15		" Copenhagen Market, Burpee's
4315	.25		" David Burpee	5004	.15		" Early Jersey Wakefield
4331	.25		" Eskimo	6001	.20		" Golden Acre
4333	.25		" Floradale Scarlet	5195	.20		" Mammoth Red Rock
4303	.15		" Lilliput Mixed	6017	.20		" Perfection Drumhead Savoy
4313	.25		" Luther Burbank	6137	.75		Cantaloupe, Burpee Hybrid
4326	.35		" Persian Carpet	5245	.20		" Hale's Best 936
4325	.25		" Riverside Beauty	6061	.20		" Hearts of Gold
4305	.25		" Sunny Boy	6062	.15		" Netted Gem or Rocky Ford
3012	.20		Mixed Annual Flowers for Bedding	5037	.15		" Pride of Wisconsin
4013	.15		Mixed Annual Flowers for Cutting	5016	.15		" Carrot, Chantenay
				6016	.15		" Danvers Half Long

Please Do Not Write Below

TOTAL FLOWER PACKETS

Packets @ 15¢ \$

Packets @ 20¢

Packets @ 25¢

Packets @ 35¢

Packets @ 50¢

Packets @ 75¢

Packets @ \$1.00

Total Retail Price \$

Less Discount

Net Cost Flowers

Net Cost Vegetables

Total Net Cost \$

TOTAL VEGETABLE PACKETS

Packets @ 15¢ \$

Packets @ 20¢

Packets @ 25¢

Packets @ 35¢

Packets @ 40¢

Packets @ 45¢

Packets @ 50¢

Packets @ 75¢

Total Retail Price \$

Less Discount

Net Cost Vegetables \$

VEGETABLE SEEDS IN COLOR PACKETS

Variety No.	Quantity Wanted	Retail Price	Variety Name	Variety No.	Quantity Wanted	Retail Price	Variety Name
6003	.20		Carrot, Nantes Half Long	5289	.15		Onion, Southport White Globe
6015	.15		" Tendersweet	5275	.15		" " Yellow Globe
6026	.40		Cauliflower, Burpeeana	6073	.15		Parsley, Extra Curled Dwarf (Emerald)
6028	.20		Celery, Giant Pascal	5283	.15		" Parsnip Rooted or Hamburg
5236	.20		Chinese Cabbage, Michihli	6075	.20		Parsnip, Guernsey
5215	.15		Collards, Georgia	5174	.15		Peas, Alderman
5143	.25		Corn, Hybrid Sweet, B's Surecrop	6223	.20		" Burpee's Blue Bantam
5156	.20		" " Carmelcross	6225	.20		" Little Marvel
6213	.25		" " Golden Cr. Bantam	6081	.20		Pepper, California Wonder
6212	.25		" " Stowell's Evergr.	5282	.20		" Long Red Cayenne (Hot)
6205	.20		" Sweet, Burpee's Golden Bantam	5049	.20		" Ruby King, Burpee's
5155	.15		" " Country Gentleman	5137	.25		Pumpkin, Jack-O-Lantern
5015	.15		" Cucumber, Black Diamond	6082	.15		" Small Sugar
6023	.35		" Burpee Hybrid	6097	.25		Radish, Burpee's Red Giant
5014	.15		" Extra Early White Spine	6096	.25		" Burpee White
5025	.20		" Improved Long Green	6085	.20		" Cherry Belle
5029	.15		" Marketer	5307	.15		" Early Long Scarlet Short Top
5024	.15		" National Pickling	5047	.15		" Scarlet Globe
6031	.25		Eggplant, Black Beauty, Burpee's	5044	.15		" Sparkler
5229	.15		" Florida Highbush	6126	.15		Rutabaga, Burpee's Purple Top Yellow
5027	.15		Endive, Broad Leaved Batavian	6093	.15		Spinach, Bloomsdale Long Standing
6038	.20		" Green Curled	6091	.15		" New Zealand
6144	.15		Herb, Dill	6115	.20		Squash, Butternut (Winter)
6153	.25		" Sage	6103	.15		" Early Gldn. Summer Crookneck
6035	.15		Kale, Dwarf Blue Curled Scotch	6102	.15		" Early White Bush (Patty Pan)
5234	.15		Kohlrabi, Early Purple Vienna	6101	.25		" Fordhook Zucchini
6032	.20		" Early White Vienna	5057	.15		" Table Queen or Acorn (Vine)
6826	.25		Lettuce, Bibb (Head)	6105	.15		" True Hubbard
5028	.15		" Big Boston (Head)	6195	.20		Swiss Chard, Burpee's Fordhook Giant
6045	.15		" Black Seeded Simpson (Leaf)	6202	.25		" " Rhubarb
6051	.20		" Burpee's Iceberg (Head)	6123	.50		Tomato, B's Big Boy ® Giant Hybrid
6043	.20		" Grand Rapids (Head)	6136	.75		" Big Early Hybrid
6053	.25		" Great Lakes (Head)	6113	.45		" Burpee Hybrid
5035	.20		" Paris Wht. Cos or Romaine (Lf)	6122	.25		" Jubilee
6042	.25		" Salad Bowl (Leaf)	5064	.20		" Marglobe
5261	.15		Mustard, Florida Broadleaf	5061	.20		" Rutgers
5038	.15		" Southern Giant Curled	6121	.15		Turnip, Purple Top White Globe
5034	.15		Okra, Clemson Spineless	5076	.15		" Shogoin or Foliage
6077	.15		" Perkins Long Green Pod	6065	.20		Watermelon, Dixie Queen, Wilt Resistant
5268	.15		Onion, Crystal White Wax	5032	.20		" Kleckley's Sweet Imp.
6072	.20		" Evergreen, Long White Bunching	6068	.25		" New Hampshire Midget
5271	.20		" Prizetaker	5252	.15		" Stone Mountain

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY ENVELOPE

FIRST CLASS PERMIT No. 366

PHILADELPHIA, PA.

W. Atlee Burpee Co.

Seed Growers

**Philadelphia 32
Pennsylvania**

**H. E. R.—F Sales Dept.
Box 6929
North Philadelphia Station**



How to Order . . . Burpee Seeds are shipped only when ordered. They are never sent unsolicited. It is to your advantage to order now. This will assure you of getting your Burpee Seeds on time for your order will be packed with fresh seed ahead of the spring rush. It will be shipped on the date you specify. You will not be billed until the end of the season after you have returned unsold packets. The inside pages are your order form for assortments, display racks and sales aids.

We recommend you order standard assortments or let us prepare your order based on your last year's sales. Standard assortments are balanced to provide the proportionate number of best-selling varieties in your area, based on Burpee's years of experience. There are three standard assortments. List of contents will be forwarded on request.

ASSORTMENT A—ALL FLOWERS—500 flower seed color packets, including leading Burpee specialties in "Aristocrat" packets. A \$99.00 retail value. Your cost, \$49.50.

ASSORTMENT C—ALL VEGETABLES—500 vegetable seed color packets, including leading Burpee specialties in "Aristocrat" packets. A \$93.00 retail value. Your cost, \$46.50.

ASSORTMENT B—FLOWERS & VEGETABLES—300 flower seed color packets and 200 vegetable seed color packets, including leading Burpee specialties in "Aristocrat" packets. A \$95.50 retail value. Your cost, \$47.75.

SPECIAL ASSORTMENTS & REFILL PACKETS—You may make up your own assortment from different varieties in color packets, using the inside pages listing all these varieties. Just check box labeled "Own Selection." Individual varieties must be ordered in multiples of 5 packets. Initial order must be for 500 or more packets; reorders for at least 50 packets.



LEADING VARIETIES IN ARISTOCRAT PACKETS

To help you sell even more of the most famous Burpee introductions—the aristocrats of flowers and vegetables—color packets of these varieties are enclosed in outer envelopes of sparkling, attention-getting cellophane, labeled in purple and gold as "A Burpee Aristocrat". These varieties are indicated on the inside pages by the crown symbol (👑).

A Burpee Aristocrat®



Floor Model Display Rack

With your order for color packets you get free metal display racks—your choice of counter or floor models. Sturdy and attractively designed, they have a beautiful aluminum finish with eye-catching 3-color silk screened sign. They will provide your store with a touch of spring.

BURPEE HELPS YOU SELL WITH ALL THESE FREE SALES AIDS



WINDOW STREAMER. Big (9 x 28 inches) streamer attractively printed in natural color. A beautiful display that really sells.



"PLANNING YOUR FLOWER GARDEN." This give-away leaflet presents a mine of useful information. Place copies in your Burpee Seed display rack for customers to take. 50 copies furnished free on request.

WINDOW STREAMER ON \$10,000 OFFER. You can tie-in with Burpee's \$10,000 Offer for a white marigold. Details of offer are on back of "Near-est-to-White Marigold" packet. This red and yellow window streamer will lead people to your Burpee Display.

4-COLOR POSTERS Large (13 x 21 inches), beautiful natural color posters showing Burpee's fast-selling specialties. Brilliant varnished finish. Equipped with metal hangers. One of the most showy seed displays ever!



DUMMY PACKETS. Fronts of actual color packets for decorating windows or stringing across store in a colorful spring display.



NEWSPAPER AD MATS. Illustrated sheet of many free newspaper advertising mats in many sizes to meet your own advertising needs.

DECALCOMANIA. A 3-color decal about 6 inches in diameter for window, showcase or wall to permanently identify you as a dealer in Burpee Seeds.



TRAFFIC BUILDING KIT

Now you can have a proven traffic builder—a give-away packet of Burpee Seeds valued at 25¢. Build traffic and sales for all your merchandise, as well as promote good will with old customers. Just offer it free to anyone visiting your store. Burpee gives you the free window banner shown above and ad mats to promote the offer—and makes the cost of the give-away packets ridiculously low—only 3¢ per packet. It's a full-size packet of Burpee's new Primrose Beauty Marigold worth 25¢. Special kit includes everything you need for your traffic building PROMOTION. Included are 100 packets of Primrose Beauty Marigold (value \$25.00—your cost only \$3.00). You get free, 3-color window banner and newspaper ad mats. Order as many kits as you like. (These may not be returned for credit.)

